METHODS AND SYSTEMS FOR PRESENTING AN ADVERTISEMENT ASSOCIATED WITH AN AMBIENT ACTION OF A USER

BACKGROUND INFORMATION

[0001] The advent of set-top box devices and other media content access devices ("access devices") has provided users with access to a large number and variety of media content choices. For example, a user may choose to experience a variety of broadcast television programs, pay-per-view services, video-on-demand programming, Internet services, and audio programming via a set-top box device. Such access devices have also provided service providers (e.g., television service providers) with an ability to present advertising to users. For example, designated advertisement channels may be used to deliver various advertisements to an access device for presentation to one or more users. In some examples, advertising may be targeted to a specific user or group of users of an access device.

[0002] However, traditional targeted advertising systems and methods may base targeted advertising solely on user profile information associated with a media content access device and/or user interactions directly with the media content access device. Accordingly, traditional targeted advertising systems and methods fail to account for one or more ambient actions of a user while the user is experiencing media content using a media content access device. For example, if a user is watching a television program, a traditional targeted advertising system fails to account for what the user is doing (e.g., eating, interacting with another user, sleeping, etc.) while the user is watching the television program. This limits the effectiveness, personalization, and/or adaptability of the targeted advertising.

BRIEF DESCRIPTION OF THE DRAWINGS

[0003] The accompanying drawings illustrate various embodiments and are a part of the specification. The illustrated embodiments are merely examples and do not limit the scope of the disclosure. Throughout the drawings, identical or similar reference numbers designate identical or similar elements.

[0004] FIG. **1** illustrates an exemplary media content presentation system according to principles described herein.

[0005] FIG. **2** illustrates an exemplary implementation of the system of FIG. **1** according to principles described herein.

[0006] FIG. **3** illustrates an exemplary targeted advertising method according to principles described herein.

[0007] FIG. **4** illustrates an exemplary implementation of the system of FIG. **1** according to principles described herein.

[0008] FIG. **5** illustrates another exemplary targeted advertising method according to principles described herein.

[0009] FIG. **6** illustrates an exemplary computing device according to principles described herein.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

[0010] Exemplary targeted advertisement methods and systems are disclosed herein. In accordance with principles described herein, an exemplary media content presentation system may be configured to provide targeted advertising in a personalized and dynamically adapting manner. In certain examples, the targeted advertising may be based on one or more ambient actions performed by one or more users of an access device. As described in more detail below, the media content presentation system may be configured to present a media content program comprising an advertisement break, detect an ambient action performed by a user during the presentation of the media content and within a detection zone associated with the media content presentation system, select an advertisement associated with the detected ambient action, and present the selected advertisement during the advertisement break. Accordingly, for example, a user may be presented with targeted advertising in accordance with the user's specific situation and/or actions.

[0011] FIG. **1** illustrates an exemplary media content presentation system **100** (or simply "system **100**"). As shown, system **100** may include, without limitation, a presentation facility **102**, a detection facility **104**, a targeted advertising facility **106** (or simply "advertising facility **106**"), and a storage facility **108** selectively and communicatively coupled to one another. It will be recognized that although facilities **102-108** are shown to be separate facilities in FIG. **1**, any of facilities **102-108** may be combined into fewer facilities, such as into a single facility, or divided into more facilities as may serve a particular implementation. Any suitable communication technologies, including any of the communication technologies mentioned herein, may be employed to facilitate communications between facilities **102-108**.

[0012] Presentation facility **102** may be configured to present media content for experiencing by a user. A presentation of media content may be performed in any suitable way such as by generating and/or providing output signals representative of the media content to a display device (e.g., a television) and/or an audio output device (e.g., a speaker). Additionally or alternatively, presentation facility **102** may present media content by providing data representative of the media content to a media content access device (e.g., a set-top box device) configured to present (e.g., display) the media content.

[0013] As used herein, "media content" may refer generally to any media content accessible via a media content access device. The term "media content instance" and "media content program" will be used herein to refer to any television program, on-demand media program, pay-per-view media program, broadcast media program (e.g., broadcast television program), multicast media program (e.g., multicast television program), narrowcast media program (e.g., narrowcast video-on-demand program), IPTV media content, advertisement (e.g., commercial), video, movie, or any segment, component, or combination of these or other forms of media content that may be processed by a media content access device for experiencing by a user.

[0014] In some examples, presentation facility **102** may present a media content program (e.g., a television program) including one or more advertisement breaks during which presentation facility **102** may present one or more advertisements (e.g., commercials), as will be explained in more detail below.

[0015] Detection facility **104** may be configured to detect an ambient action performed by a user during the presentation of a media content program (e.g., by presentation facility **102**). As used herein, the term "ambient action" may refer to any action performed by a user that is independent of and/or not directed at a media content access device presenting media content. For example, an ambient action may include any suitable action of a user during a presentation of a media content program by a media content access device, whether the user is actively experiencing (e.g., actively viewing) or passively experiencing (e.g., passively viewing and/or listening while the user is doing something else) the media content being presented.